

Sample Internet Server Product

Brewster Kahle with input from Harry Morris

Some major options:

- License pieces to others
- License IR pieces from others
- Corporate information server
- Internet publishing platform for documents

Product description: Internet publishing platform for documents.

Platforms: Unix, Windows, CDROM

Time till first ship: 12-18 months

Protocols: HTTP(WWW/Mosaic), Z39.50-v2 (client-server)

People: 3 to start, 7 by the end.

Eng mgr, 4 engineers, 1 documentation, 1 support, .5 marketing

Cost: \$1M for building 1.0. Marketing?

Cooperating companies: Intel, Apple, Sun, AOL

Competing companies: freeware, Mosaic Inc, InfoSeek,

NovX?, Oracle, Microsoft.

Distribution: freeware eval version,

\$1k-\$5k small server,

licensed big version.

Features:

billing, security

modular for licensing and modification

Integrated CDROM/Online solution

Authoring

SGML integration

	1994	1995	1996	1997
# customers:	30	100	700	2000
Revenue/cust(\$/yr):	20k	15k	5k	5k
WAIS Revenue (\$):	.7M	1.5M	3.5M	10M

Sample Internet Service

Some major options:

- Be a service bureau for publishers
- Go after successful CDROM db's to put data online
- Go after successful Dialog db's to put them on the Internet
- Go after catalog type sales to sell products
- Construct a information service for businesses
- Construct a information service for medicine
- Construct a information service for law
- Construct a information service for techies: MIS/sysadmins
- Internet library system: bboards, email, ftp (basis of an AOL)

Product description: Information Service for Businesses

Platforms: Novell Windows, Lotus Notes, Mosaic, FAX

Time till first ship: 12-18 months

People: 4 to start, 9 by the end then large sales staff.

Publisher sales, Eng mgr, 3 engineers, 1 UI designer, 1 support, 1 sysadmin, 1 marketing.

Cost: \$1.5M for building. Tremendous cost to establish our name and reputation.

Cooperating publishers: DowJones, NYTimes, ...

Cooperating tech companies: Novell, Lotus, Mosaic Inc

Competition: Dialog, Nexis, etc.; Reuters, AP, LATimes; new Inet co's

Sales strategy: telesales direct? var?

Features:

Comprehensive listings of: companies, products, people
Alerts based on profiles. (human assisted?)

	1994	1995	1996	1997
Subscribers:	0	2k	10k	50k
Revenue/subscriber (\$/yr):	0	100	100	100
WAIS Revenue (\$):	0	.2M	1M	5M

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Subject: development goals for 95

Here is a rough cut at development's goals for 95. Obviously this is raw.

I'd love feedback on how to make this better, what needs fleshing out, what's missing, and how to integrate it with what others need.

Development Goals '95

- ship upgrades more frequently (9-12 months)
- new level of support
- idea of publishing tools needed (move toward full solution)
- ability to respond to custom needs of users
- ✓ -IR presence & answer
- NT/windows presence? (incompatible w/publishing goal)
- understand/develop interface to sales (trips & shipping)
- documentation/training
- engineering manager
- ✓ -simple client development tools & examples of going beyond HTTP
- testing/QA plans for products going out the door
- put in place infrastructure to grow
- learn how to hire & manage - how to attract people & engage them
- put in place plans to grow research ability (possibly by farming out to university/partners)

✓ possibly include on product plan

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Subject: features for version 3

Here are some of the things we can do with version 3. These are mostly off the top of my head, and generated before the planning meeting (ie. they don't reflect any particular market's needs).

goals:

best IR

fast

easy to use

flexible - it recognized my data right away

built for publishers - inc indexing, security, billing

aggressive integration with heirarchical browsing/hypertext

good celints

pc friendly

possible directions for V3:

better IR (though hill climbing and moving score window)

do noun phrases of some sort (with EB?)

automatic document clustering (heirarchy and hypertext link building)

parse popular file formats for real (word, word perfect, frame maker, lotus 123, notes?)

automatically figure out what parser to use (for streaming over a lan)

NT server

windows searcher (possibly server)

a server that learns from it's users

server for large scale data

real time incremental indexing

knowledge agents (watch what you do, talk to other agents)

RSA/Kerberos security

ability to store meta information for a document
(author/annotations/etc)

+ work with mosaic communications corp to build a first class client

other client development/seeding?

parser which can be easily configured to recognize fields etc

CD Rom optimization

server/indexer user interface?

HTML/ HTTP

SGML

LINK CD-ROM to demo client